

# La Plaza Vieja Neighborhood Plan

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## *La Plaza Vieja Neighborhood Plan*

### What is a neighborhood plan?

- Communicating the history of the neighborhood
- A shared vision for the community
- A chance for every citizen to get involved
- Identify challenges and solutions that will help promote the collective vision.
- A way for a neighborhood to retain its identity
- Create a stronger sense of place



Flagstaff, Arizona Post Office - 1889



# *La Plaza Vieja Neighborhood Plan*

## What is a neighborhood plan - *example*

### The Central Austin Combined Neighborhood Plan

West University/North University/Hancock

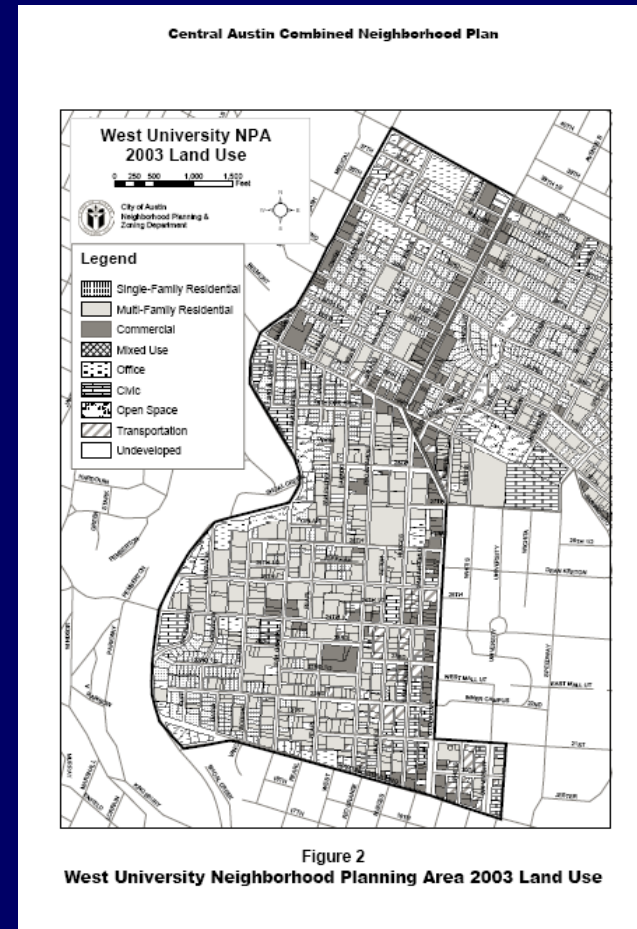
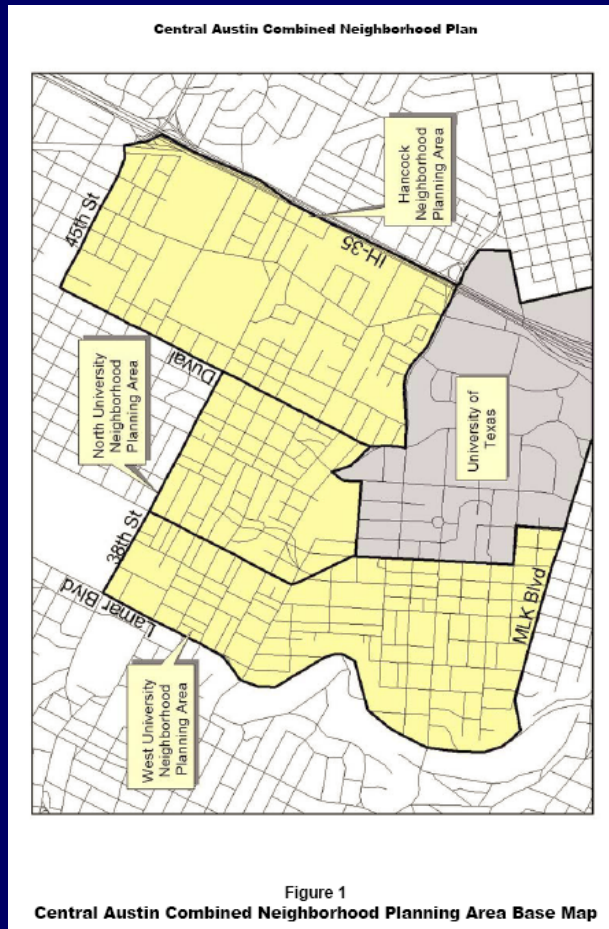


August 2004



# La Plaza Vieja Neighborhood Plan

## What is a neighborhood plan - example





# La Plaza Vieja Neighborhood Plan

## What is a neighborhood plan - example

### Central Austin Combined Neighborhood Plan

#### The Drag in History

Clockwise: The Drag (circa 1920s) besides the Model T automobiles and the street trolley, the feel of the Drag has remained similar over the years; the Varsity Theater (1936-1990) was a favorite Central Austin movie theater—now the site of a Tower Records; Dobie Center (built 1972) once the tallest building in Austin at twenty-nine stories; the Drag has attracted a variety of colorful personalities and speakers over the years ranging from street preachers to political activists.



Austin History Center, Austin Public Library PICA00251



Austin History Center, Austin Public Library PICA10650



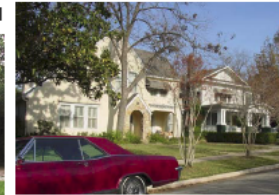
Austin History Center, Austin Public Library PICA00724



Austin History Center, Austin Public Library PICA00258

### Central Austin Combined Neighborhood Plan

#### North University Neighborhood



## *La Plaza Vieja Neighborhood Plan*

# What is a neighborhood plan - *example*

### **Central Austin Combined Neighborhood Plan**

### **Goals, Objectives, and Recommendations**

#### **Goal One**

Preserve the integrity and character of the single-family neighborhoods.

#### **Goal Two**

Preserve the historic character and resources of the Central Austin Combined Neighborhood Planning Area neighborhoods

#### **Goal Three**

Allow mixed-use development along the existing commercial corridors that is pedestrian oriented, neighborhood friendly, neighborhood scaled, and serves neighborhood needs.

#### **Goal Four**

West Campus should become a dense, vibrant, mixed-use and pedestrian oriented community.

#### **Goal Five**

Provide a safe environment and opportunities for all modes of transport.

#### **Goal Six**

Enhance and preserve existing open space, parks, and the natural environment.

# La Plaza Vieja Neighborhood Plan

## What is a neighborhood plan - example

### Central Austin Combined Neighborhood Plan



The majority of the buildings along Guadalupe Street between 29<sup>th</sup> and 38<sup>th</sup> Streets are single-story and are dominated by an automobile-oriented design. A notable exception to the automobile-oriented design along the street is the historic former firehouse that houses Ballet Austin (left).



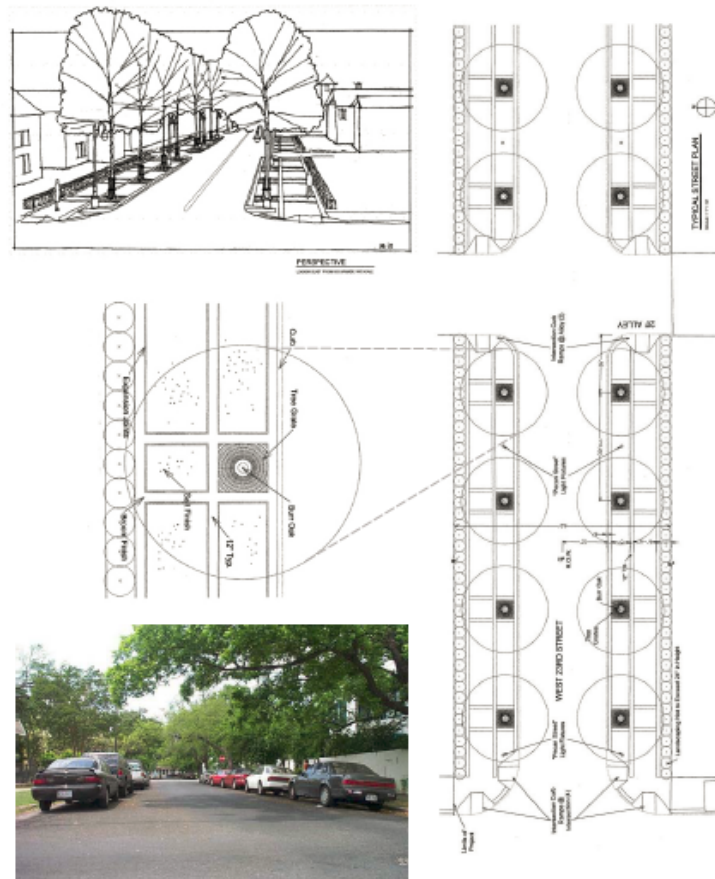
**Recommendation 7** Allow the neighborhood mixed use building on commercially zoned property along Guadalupe Street.

**Recommendation 8** The intersection of 29<sup>th</sup> and Guadalupe Streets should act as a dividing point between the more intensive development south of the intersection associated with West Campus and the University of Texas and the more neighborhood-scaled new development desired along Guadalupe north of the intersection. New buildings north of the intersection should be more modestly scaled.

**Recommendation 9** Retain the intensive zoning along Guadalupe Street to retain the permissive site development standards but limit the allowed uses to promote a more neighborhood-friendly commercial corridor.

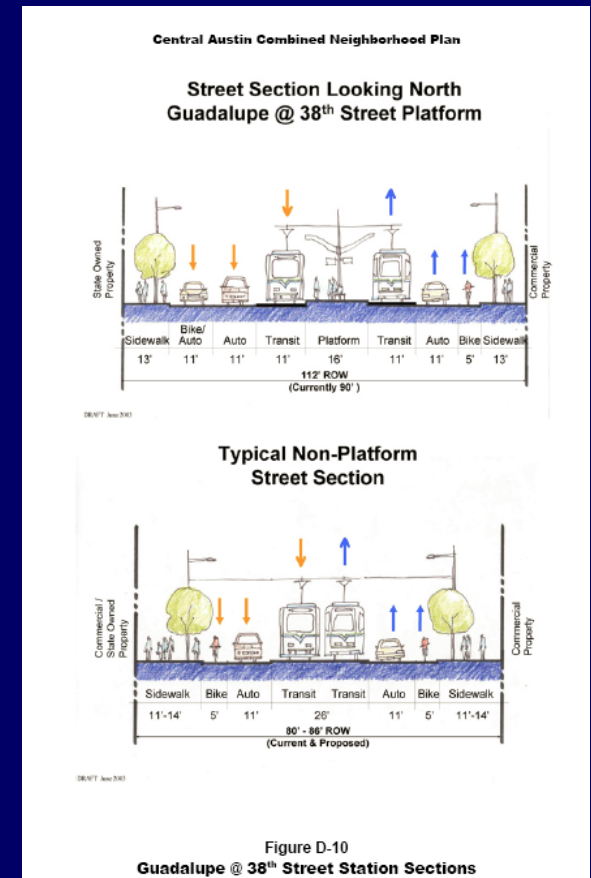
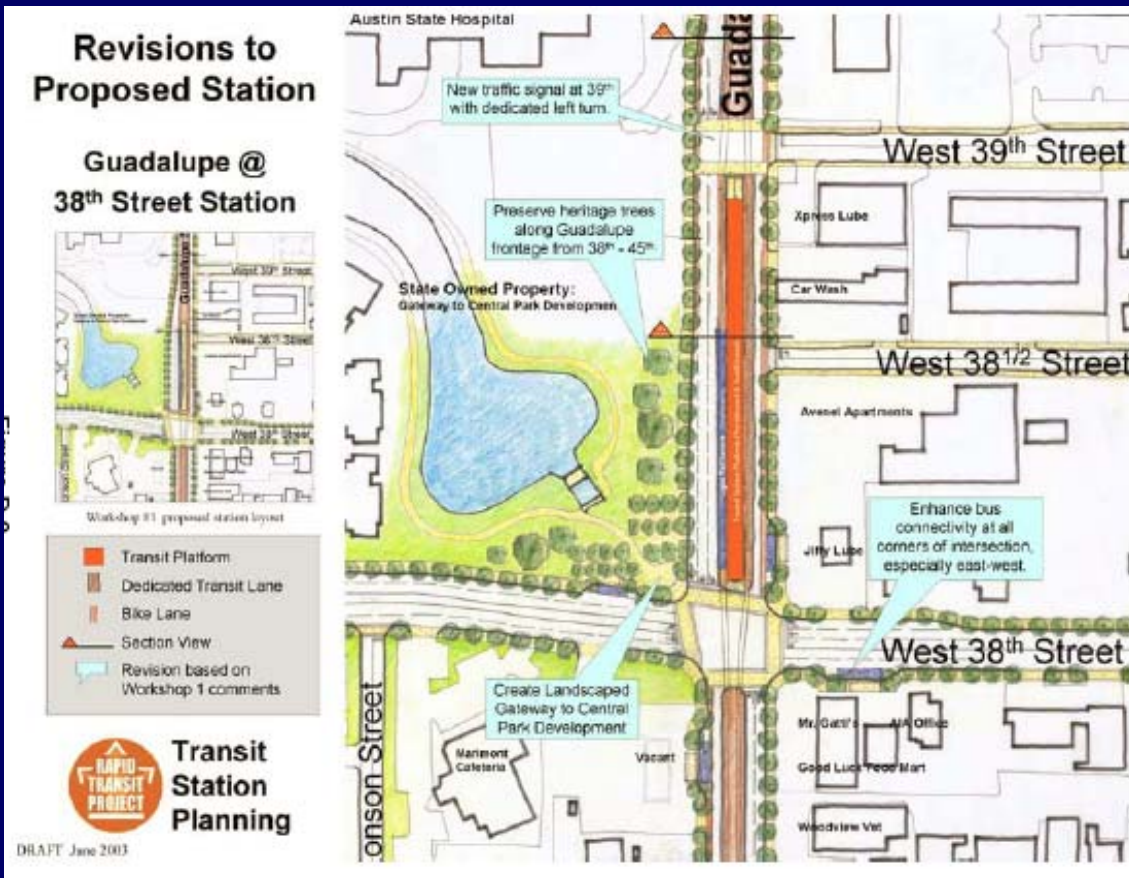
**Recommendation 10** Allow commercial, office, or residential uses on the commercial- and office-zoned properties near the intersections of 29<sup>th</sup> and 30th and Fruth Streets.

### Central Austin Combined Neighborhood Plan



# La Plaza Vieja Neighborhood Plan

## What is a neighborhood plan - example





## *La Plaza Vieja Neighborhood Plan*

### What subjects are included in a neighborhood plan?

- History and historic preservation
- Housing, jobs and community center
- Land use, transportation, and urban design
- Economic development and safety
- Green space, open space and parks
- **PEOPLE**



1882 Old Town



# *La Plaza Vieja Neighborhood Plan*

## Why La Plaza Vieja?

- City Council direction
- Aging infrastructure
- Proximity to downtown
- Historic preservation potential
- Redevelopment potential





[illegible]

# DOWNTOWN

# PLAZA VIEJA

NAU



# LA PLAZA VIEJA NEIGHBORHOOD PLANNING



## NEIGHBORHOOD PARKS & BUILDING USE



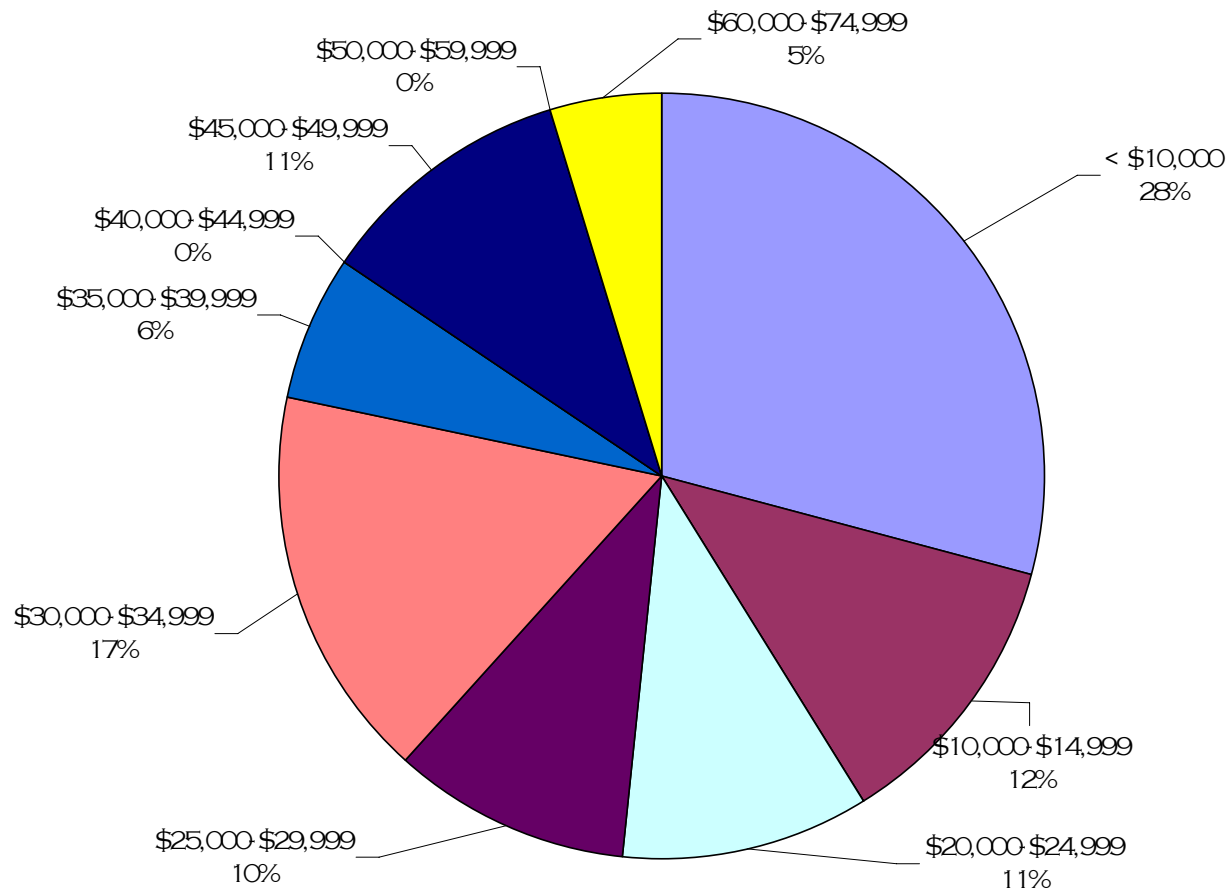


# La Plaza Vieja Neighborhood Plan

HOUSEHOLD INCOME IN 1999 (BASE 371 HH)

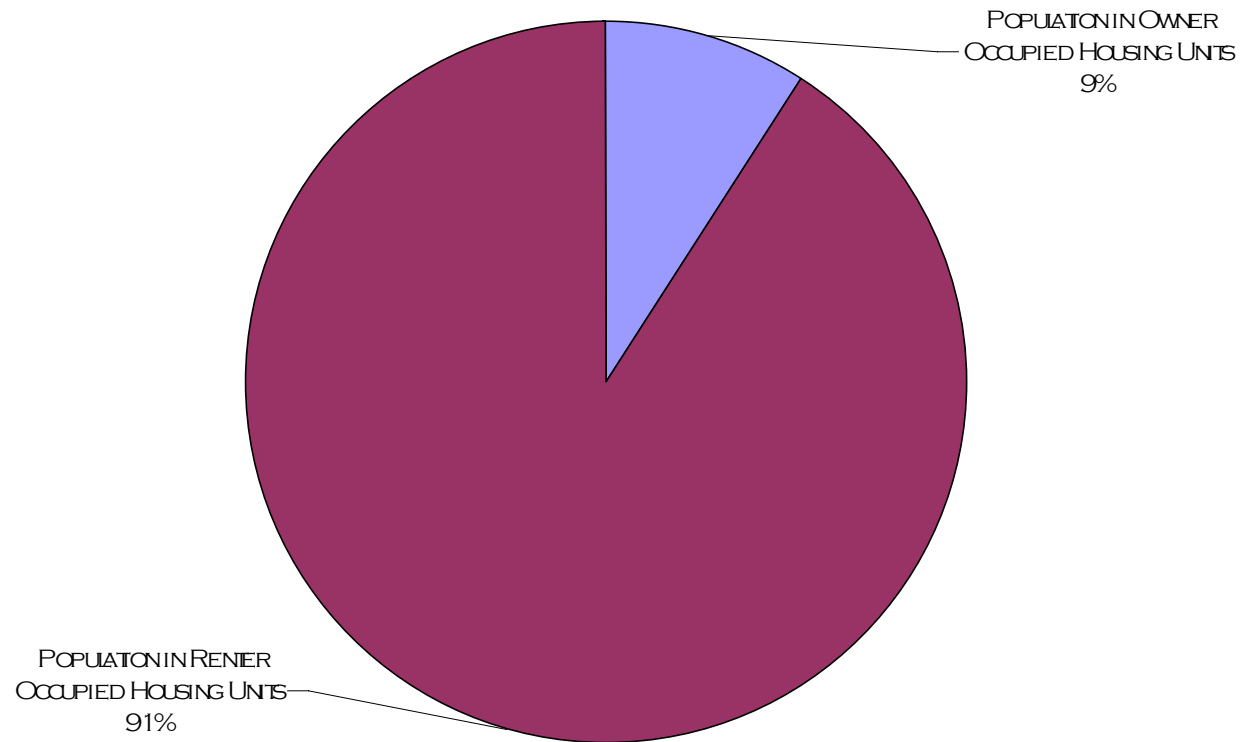
(MEDIAN INCOME \$24,011) (MEAN \$23,166)

(MEDIAN INCOME



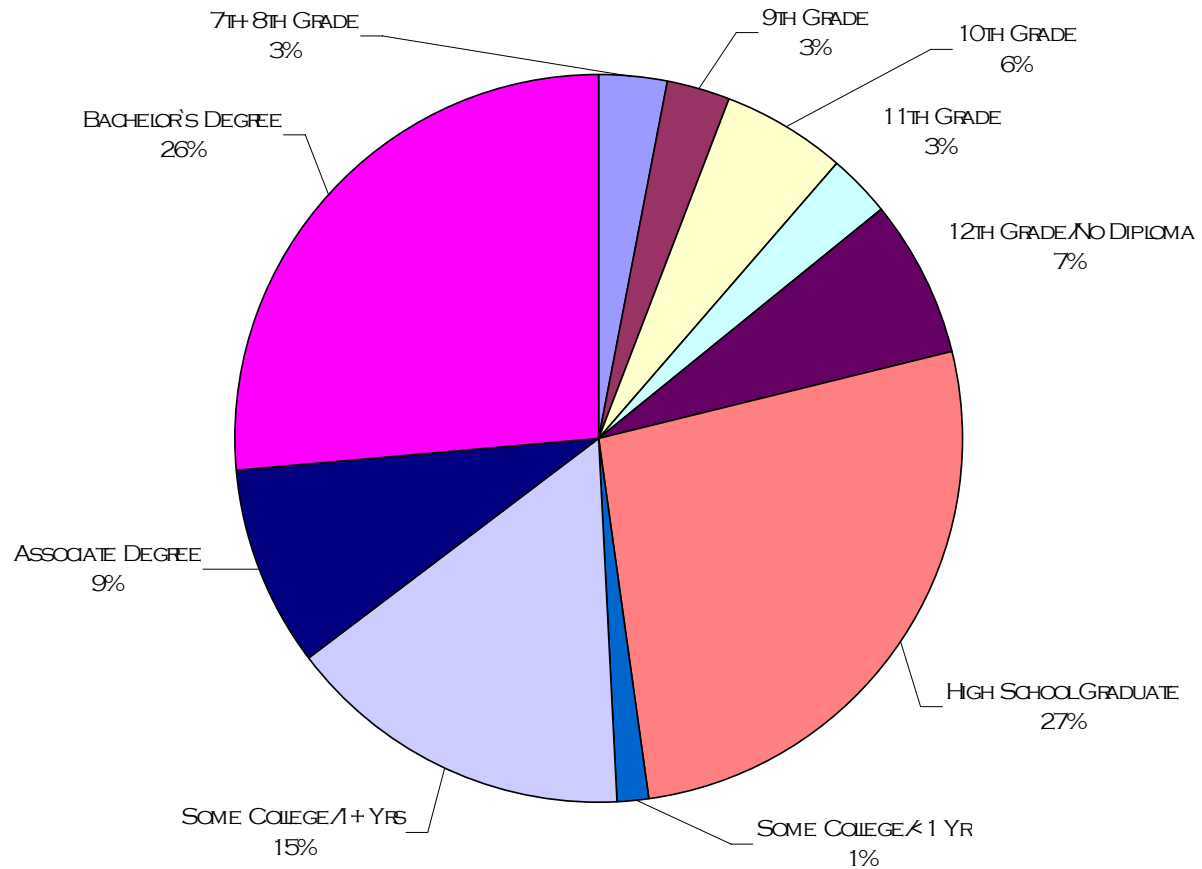
## *La Plaza Vieja Neighborhood Plan*

PERCENTAGE OF RENTER AND OWNER OCCUPIED HOUSING UNITS  
(BASE 842 UNITS)



# La Plaza Vieja Neighborhood Plan

POPULATION AGE 25+ BY EDUCATION ATTAINMENT  
(BASE 339)



# *La Plaza Vieja Neighborhood Plan*

## Neighborhood Plan Process

- City Planners work with community and stakeholders
- Establish boundaries
- Discuss and decide together
  - What is here
  - Where the community wants to go
  - How to get there





# *La Plaza Vieja Neighborhood Plan*

## Where is the La Plaza Vieja Neighborhood Plan now?

### Challenges:

1. Traffic and pedestrian safety
2. Private and public property maintenance/fire prevention
3. Railroad tracks
4. Poor infill development and parking
5. Fire station
6. Stormwater flooding



# *La Plaza Vieja Neighborhood Plan*

## Where is the La Plaza Vieja Neighborhood Plan now?

Opportunities:

1. Community Center – culture and history





# *La Plaza Vieja Neighborhood Plan*

## Where is the La Plaza Vieja Neighborhood Plan now?

Opportunities:

2. The right architecture, infill incentives and Brownfield redevelopment



# *La Plaza Vieja Neighborhood Plan*

Where is the La Plaza Vieja Neighborhood Plan now?

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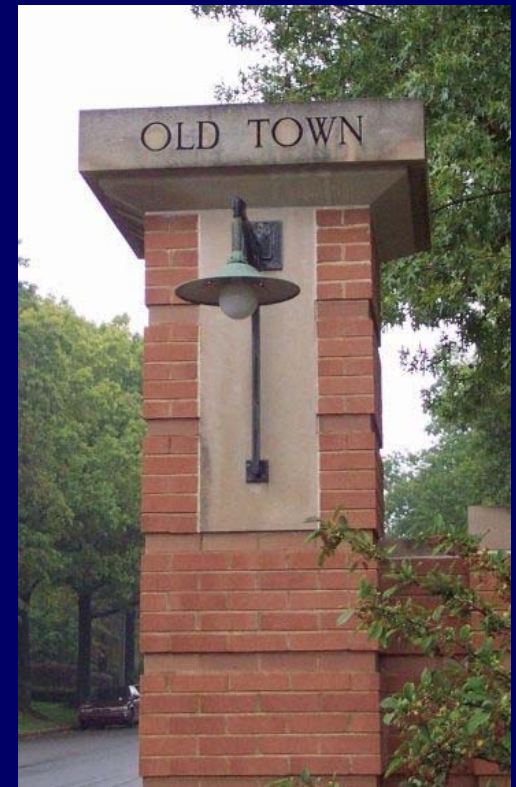


## *La Plaza Vieja Neighborhood Plan*

### Where is the La Plaza Vieja Neighborhood Plan now?

Opportunities:

3. Gateways into the community w/ signage and landscaping



## *La Plaza Vieja Neighborhood Plan*

### Where is the La Plaza Vieja Neighborhood Plan now?

Opportunities:

4. Neighborhood Association – build up, reach out, connect ‘both sides of the tracks’





## *La Plaza Vieja Neighborhood Plan*

### Where is the La Plaza Vieja Neighborhood Plan now?

Opportunities:

5. Environmental Services – better service, notification and cooperation





# La Plaza Vieja Neighborhood Plan

## Where is the La Plaza Vieja Neighborhood Plan now?

## Opportunities:

## 6. Circulation – people, bicycles, cars, access





## *La Plaza Vieja Neighborhood Plan*

### Where is the La Plaza Vieja Neighborhood Plan now?

Opportunities:

7. Celebrate our beautiful surroundings and treat it as such



## *La Plaza Vieja Neighborhood Plan*

### Tonight's Goals

Establish some of **YOUR** solutions for:

1. Circulation and safety
2. Housing and code
3. Urban design and economic development
4. Environment and infrastructure



*La Plaza Vieja Neighborhood Plan*

## Tonight's Goals

Draft Neighborhood Planning **GOALS**